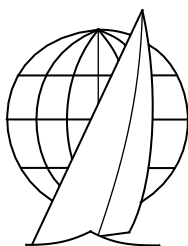


OFFSHORE RACING CONGRESS

World Leader in Rating Technology

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Minutes of the meeting of the ORC Promotion & Development Committee held in Palma de Mallorca, Spain November 2th, 2014 from 1430 to 1830

Members present:

Dobbs Davis, USA (Chairman)	Emilio Feliu Sera (ESP)
Sten Edholm (SWE – Vice Chairman)	Edoardo Recchi (ITA)
Zoran Grubiša (CRO)	Giovanni Iannucci (ITA)
Jose Frers (ARG)	Christos Theodosis (GRE)
Paolo Massarini (ITA)	

Regrets: Thomas Nilsson (NOR)

Observers:

Robert Jacobsen (GER)	Per Boymo (NOR)
Boris Hepp (GER)	Fabrizio Pirina (ITA)
Emanuela P. di Mundo (ITA)	Paolo Freire (BRA)
Ab Pasman (NED)	Helmut Gelmini (AUT)
Joakim Majander (FIN)	Veiko Rosme (EST)

1. Approval of 2013 Minutes

The 2013 Minutes were unanimously approved without further discussion.

2. Report of the Year's activities

Travel promotions by the ORC Staff were at the invitation of fleets and events located in Vancouver, Canada; Rungsted, Denmark; Tel Aviv, Israel; Istanbul, Turkey; and one planned next week for Bulgaria. These have yielded new certificates and fleets in some cases (ISR), reinforcement and growth of existing fleets in other cases (CAN, DEN), and continued study in another (TUR). A planned trip to Busan for the ORC Asian Championship was not taken when the event was cancelled due to the ferry disaster in May.

The ORC Europeans in Valencia was a success from the promotional point of view, with excellent cooperation between the ORC media staff on site with the RCNV media staff to generate national and international media interest towards the event. The ORC Worlds did not have an international media presence and the entire ORC Media staff was not present, but the exposure was still a huge success in Germany, where it was reported 34 million media impressions. The international exposure was also strong, most notably due to the record turnout of teams at the event (150 from 19 countries).

Given the importance of widespread media exposure, the PDC recommends to the Offshore Classes and Events Committee that in all future ORC Championship events the entire ORC media team be present for support, just as ORC provides on-site expertise and support for Measurement, Scoring and the Jury.

Other initiatives in 2014 included the successful launch of the ORC Target Speeds product through the ORC Sailor Services, which costs only €10 once a test certificate is run. The ORC Speed Guide was also reduced in price to €50 and has thus also had a strong popular response.

Ongoing use of promotional and communication tools such as press releases issued in Italian and English through the Constant Contact system continues to focus mostly around announcements of new rules, promotion of new events, and daily coverage of the ORC World and European Championship regattas. Website news content draws on these infrequent releases, but there is also a desire to publicize other notable ORC events, such as meetings, news from major races and events such as National Championships, and occasional technical stories.

The bi-monthly column in Seahorse remains an important tool for promotion of ORC activities and ongoing research, and was written primarily by the Chairman throughout this year given the light research agenda of the ITC. These are posted online on the homepage.

The Measurer's Manual is in place for IMS, but may change slightly with cooperation with the US on any further push forward with the UMS project. If this happens, PDC will help announce and distribute.

3. New initiatives and recommendations for 2015

PDC recognizes the success of its work and of all the Committees that has helped realize an impressive 10% increase in certificates issued around the world to a record high of >9000. Nonetheless, the Committee has identified several areas to further increase the awareness and promotion of ORC:

- push the Rating Offices to make their constituents aware of the free bi-monthly digital access to Seahorse for those who hold certificates;
- vend Sailor Services credits in smaller €10 increments rather than only larger blocks of credit;
- support the ManCom's suggestion of RO's offering promotional Club and International certificates to new users or those not active within 5 years;
- research the possibility to obtain, digitize and post the history of ORC as far back as possible to its founding in 1969;
- urge members of Congress to offer story ideas from their countries for the web news, and also work hard now to obtain regatta dates for 2015;
- urge the Race Management Committee to as soon as possible adopt a policy of requiring online scoring at all ORC championship events, since this is vital for all media communications;
- develop the Simple Guide to ORC for new fleets, with a theme such as "ORC Use in 10 Easy Steps"
- remind events to use the official ORC logo and brand in all communications, merchandise, and branding of their events;
- work in close cooperation with the OCEC and Race Management Committee to integrate the functions of training, education, and management of racing at ORC events, because even with high accuracy in the rating system, the reputation of ORC also critically depends on the proper use of scoring and managing of races;
- keep all ORC communications in digital form, even at meetings, with liberal use of Dropbox and the website for distributing materials.

Dobbs Davis, Chairman, Promotion and Development Committee, 2 Nov 2014